THE RE-RELEASE OF

JAMES CAGNEY • PAT O'BRIEN

BIGGER THAN EVER NOW!

Warner Bros.' Super-Successor to "Here Comes the Navy"

'DEVIL DOGS OF THE AIR'

with MARGARET LINDSAY • FRANK McHUGH • Directed by LLOYD BACON

Screen Play by Malcolm Stuart Boylan and Earl Baldwin • Based on the Story by John Monk Saunders • A Warner Bros.-First National Picture

For A Fast Take-Off . . .

Must have a parade.

Demonstration by Signal Corps.

Broadcast by service officer, also spot radio announcements.

Display photos of "Local boys now with the Marines" in lobby and out front.

Snipe Marine recruiting "A" boards.

Marine equipment for lobby display.

Radio interview with Marine flyer.

Find handsomest, toughest, etc., Marine.

Invitation to high-ranking officers and blowups of their comments.

"Devil Dogs of the Air" is the thrilling, timely story of the U. S. Marine Aviation Corps, and includes many scenes of maneuvers which can't be obtained today. Sell this fact strongly. The recent re-issue of "Here Comes The Navy" has jacked up box office receipts for more than 9,000 repeat engagements! Cagney and O'Brien are tops in this picture—just the way their fans like to see them. The same kind of business is yours when you tell 'em you have "Devil Dogs of the Air". Contact!

It's All New For the Kids!

Since this picture was first released six years ago, a great new audience has grown up. Boys, and girls too, are more "air-minded" than ever. Make a big play for them in your advertising and exploitation at schools, recreation centers, the "Y's" and other clubs.

It's All New Business for You!

(. . . you'll find more ready-to-work ideas on page 5.)

NEW AD MATS . . . NEW POSTERS . . . NEW PUBLICITY

(Pages 2-3-4) *(Page 6)* *(Page 5)*

BE PREPARED—

To Thrill Again!

Look who's zooming back to town! Jimmy and Pat and Uncle Sam's fightin', flyin' devil dogs... in Warner Bros. super-successor to "Here Comes The Navy"!

JAMES
CAGNEY
PAT
O'BRIEN

in

"DEVIL DOGS OF THE AIR"

Brought back—because it's great!

with MARGARET LINDSAY · FRANK McHUGH
A WARNER BROS.-First National Picture
Directed by LLOYD BACON

Screen Play by Malcolm Stuart Boylan and Earl Baldwin • Based on the Story by John Monk Saunders

Mat 302—8¼ inches x 3 columns (348 lines)—45c

Mat 105
6 inches (85 lines)—15c

ZOOMING BACK AGAIN...
TO THRILL YOU AGAIN... AND AGAIN!
JAMES
CAGNEY
PAT
O'BRIEN
"DEVIL DOGS OF THE AIR"
...Better, More Timely—NOW!
MARGARET LINDSAY · FRANK McHUGH
Directed by LLOYD BACON
A WARNER BROS.-First National Picture
Screen Play by Malcolm Stuart Boylan and Earl Baldwin • Based on the Story by John Monk Saunders

Mat 205—4¾ inches x 2 columns (132 lines)—30c

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ZOOMING BACK AGAIN...
TO THRILL YOU AGAIN... AND AGAIN!
JAMES CAGNEY PAT O'BRIEN
"DEVIL DOGS OF THE AIR"
...Better, More Timely—NOW!
MARGARET LINDSAY · FRANK McHUGH
Directed by LLOYD BACON
A WARNER BROS.-First National Picture
Screen Play by Malcolm Stuart Boylan and Earl Baldwin • Based on the Story by John Monk Saunders

Mat 301—7 inches x 3 columns (297 lines)—45c

ZOOM!
Jimmy and Pat and the whole flying Marine Corps in the smashing, crashing hit you'll want to cheer again!
JAMES CAGNEY PAT O'BRIEN
Remember "Here Comes The Navy"—Don't Miss
"DEVIL DOGS OF THE AIR"
BETTER THAN EVER...NOW!
SEE IT AGAIN— AND THRILL AGAIN!
with
MARGARET LINDSAY
FRANK McHUGH
Directed by LLOYD BACON
A WARNER BROS.-
First National Picture
Screen Play by Malcolm Stuart Boylan and Earl Baldwin • Based on the Story by John Monk Saunders

Mat 204—7 inches x 2 columns (194 lines)—30c

JAMES CAGNEY
PAT O'BRIEN
MORE TIMELY NOW!...
MORE THRILLING NOW!
Cheer them again!
"DEVIL DOGS OF THE AIR"
with
MARGARET LINDSAY
FRANK McHUGH
A WARNER BROS.-First National Picture • Directed by LLOYD BACON
Screen Play by Malcolm Stuart Boylan and Earl Baldwin • Based on the Story by John Monk Saunders

Mat 202—2½ inches x 2 columns (70 lines)—30c

2-IN-ONE AD MAT

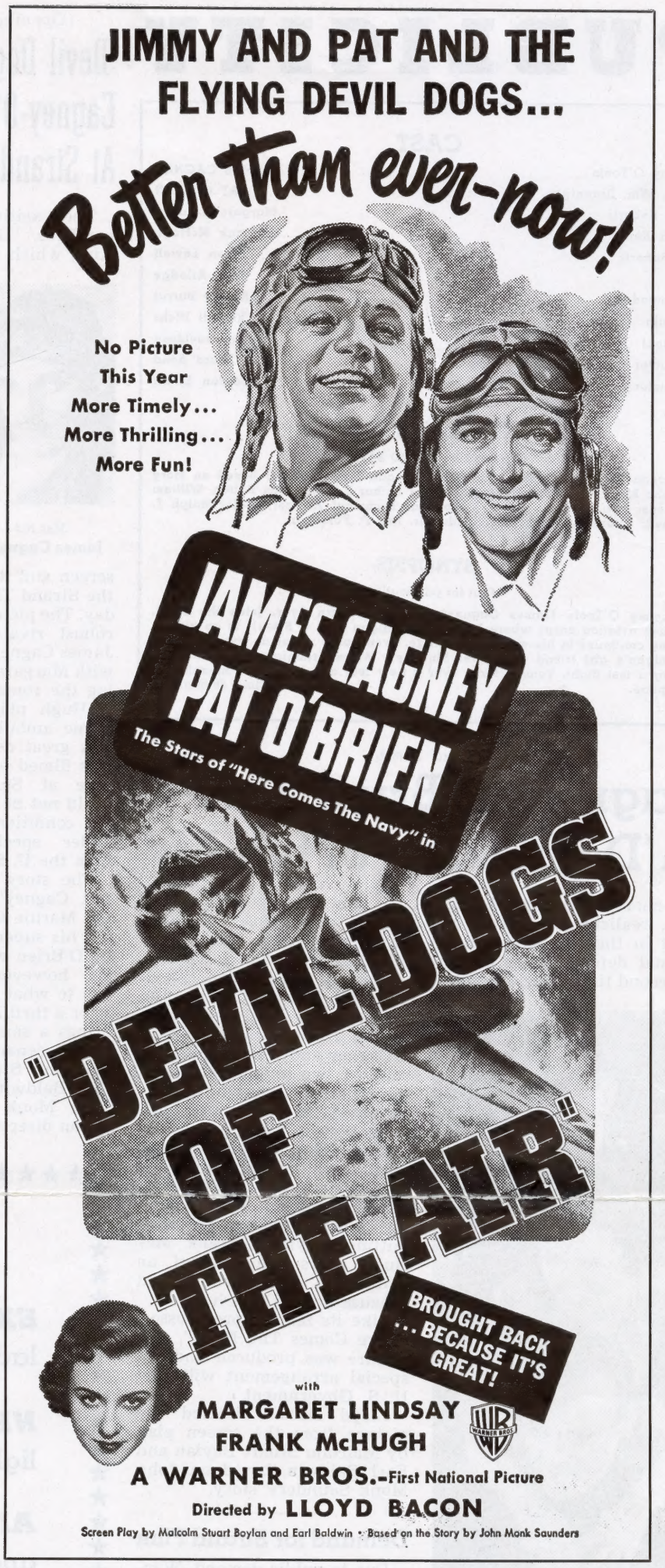
Mat 104 — 15c

JAMES CAGNEY · PAT O'BRIEN
DEVIL DOGS OF THE AIR
BACK AGAIN... AND BETTER NOW!
MARGARET LINDSAY · FRANK McHUGH
Directed by LLOYD BACON
A WARNER BROS.-First National Picture
Screen Play by Malcolm Stuart Boylan and Earl Baldwin
Based on the Story by John Monk Saunders
BACK...IN THEIR BATTLING BEST!
JAMES CAGNEY
PAT O'BRIEN
"DEVIL DOGS OF THE AIR"
MARGARET LINDSAY · FRANK McHUGH
Directed by LLOYD BACON
A WARNER BROS.-First National Picture
Screen Play by Malcolm Stuart Boylan and Earl Baldwin
Based on the Story by John Monk Saunders

BROUGHT BACK!
...And it's better than ever!
More timely, more terrific, more thrilling ...NOW!
JAMES CAGNEY
PAT O'BRIEN
"DEVIL DOGS OF THE AIR"
Super-successor to "Here Comes The Navy"
MARGARET LINDSAY · FRANK McHUGH
Directed by LLOYD BACON
A WARNER BROS.-First Nat'l Picture
Screen Play by Malcolm Stuart Boylan and Earl Baldwin
Based on the Story by John Monk Saunders

Mat 107

8¼ inches (116 lines)—15c


JIMMY AND PAT AND THE FLYING DEVIL DOGS...
Better than ever-now!
No Picture This Year More Timely... More Thrilling... More Fun!
JAMES CAGNEY
PAT O'BRIEN
The Stars of "Here Comes The Navy" in
"DEVIL DOGS OF THE AIR"
BROUGHT BACK ...BECAUSE IT'S GREAT!
with
MARGARET LINDSAY
FRANK McHUGH
A WARNER BROS.-First National Picture
Directed by LLOYD BACON
Screen Play by Malcolm Stuart Boylan and Earl Baldwin · Based on the Story by John Monk Saunders

Mat 203—10 inches x 2 columns (282 lines)—30c

SEE IT Again!
The lusty stars of "Here Comes The Navy" are back in their best hit... better than ever now!
JAMES CAGNEY
PAT O'BRIEN
"DEVIL DOGS OF THE AIR"
MARGARET LINDSAY · FRANK McHUGH
Directed by LLOYD BACON
A WARNER BROS.-First Nat'l Picture
Screen Play by Malcolm Stuart Boylan and Earl Baldwin
Based on the story by John Monk Saunders

Mat 106

4¼ inches (60 lines)—15c

Official Billing

WARNER BROS. 25%
Pictures, Inc. Presents

JAMES CAGNEY — PAT O'BRIEN 100%

in

"DEVIL DOGS OF THE AIR" 100%

with

MARGARET LINDSAY
FRANK McHUGH 20%

Directed by Lloyd Bacon 20%

Screen Play by
MALCOLM STUART BOYLAN
and EARL BALDWIN 3%

Based on the Story by John Monk Saunders 2%

A Warner Bros.-First National Picture 5%

Vitaphone Shorts

BROADWAY BREVITIES makes the most of a human, stirring subject in "The Seeing Eye", vivid picturization of training of shepherd dogs to be "eyes" for the blind. 6206—Broadway Brevity—20 mins.

MELODY MASTERS presents a gay short with "Marie Greene and her Merrie Men", an entertaining troupe. 6508—Melody Master—10 mins.

SPORTS PARADE shows the tennis mastery of "Big Bill Tilden" in a fascinating short, in natural color. 6407—Sports Parade—10 mins.

LOONEY TUNES has the romance of the century in "A Coy Decoy", with Daffy Duck falling in love with a clay pigeon. 6612—Looney Tune—7 mins.

MERRIE MELODIES goes to Ciro's when "Hollywood Steps Out", with clever caricatures of the stars. 6719—Merrie Melody—7 mins.

A Warner Patriotic Short Is Just Right With Your Showing!

Sell It with Warners' Production Trailer

PUBLICITY

CAST

Tommy O'Toole	JAMES CAGNEY
Lieut. Wm. Brannigan	PAT O'BRIEN
Betty Roberts	Margaret Lindsay
Crash Kelly	Frank McHugh
Ma Roberts	Helen Lowell
Mac	John Arledge
Commandant	Robert Barrat
Captain	Russell Hicks
Adjutant	William Davidson
Instructor	Ward Bond
Instructor	Gordon Elliott

PRODUCTION

Directed by LLOYD BACON

Screen Play by Malcolm Stuart Boylan and Earl Baldwin; Based on story by John Monk Saunders; Photography by Arthur Edeson; Film Editor, William Clemens; Art Director, Arthur J. Kooken; Technical Adviser, Major Ralph J. Mitchell; Vitaphone Orchestra Conductor, Leo F. Forbstein.

SYNOPSIS

(not for publication)

Tommy O'Toole (James Cagney), a natural born flyer, joins the U. S. Marines aviation corps where his pal, Brannigan (Pat O'Brien), is an officer. Tommy continues in his wise-guy attitude, even going so far as trying to steal Brannigan's girl friend (Margaret Lindsay). When Brannigan saves his life during a test flight, Tommy turns over a new leaf and learns the meaning of discipline.

Running Time: 86 minutes.

(Lead Story)

Cagney, O'Brien Star In 'Devil Dogs of the Air'

A short time ago Warner Bros., realizing America's interest in the new program of national defense, released for the second time a thrilling picture of life in the U. S. Navy called "Here Comes The Navy", starring James Cagney and Pat O'Brien. The film was even more successful than had been anticipated. Knowing that since that time world events have increased the interest of the American people in all phases of defense, Warners bring back to the screen another exciting film adventure of Cagney and O'Brien, "Devil Dogs Of The Air." The film will start its local run at the Strand Theatre this Friday.

Mat 101—15c
Pat O'Brien, Margaret Lindsay and James Cagney

Cagney and O'Brien play the roles of two tough marines in the Aviation Corps who are determined to outsmart each other both in flying and in romance. The romance comes when each makes a play for lovely Margaret Lindsay who has the constant task of trying to keep them from committing mayhem. Frank McHugh plays the part of an ambulance driver who is sad because no one gets hurt.

Like its famous predecessor, "Here Comes The Navy", this picture was produced under a special arrangement with the U. S. Government.

Lloyd Bacon directed the picture from the screen play by Malcolm Stuart Boylan and Earl Baldwin, based on John Monk Saunders' story.

Cagney in Lusty Role

James Cagney has a role that fits him like the proverbial glove in "Devil Dogs Of The Air", which Warner Bros. have returned to the screen, and is now being shown locally at the Strand Theatre. He plays the part of a defiant recruit in the Marine Corps, who finally learns what discipline means. The picture is a thrilling drama of the U. S. Marine Corps. Pat O'Brien is co-starred with Cagney as a fellow Devil Dog. In the cast besides Cagney and O'Brien are Margaret Lindsay and Frank McHugh. Lloyd Bacon directed the picture from the screenplay by Malcolm Stuart Boylan and Earl Baldwin, based on the story by John Monk Saunders.

Demand for Strand Film

Due to public demand, Warner Bros. have brought back to the screen a snappy film about the U. S. Marines called "Devil Dogs Of The Air" and it is now playing at the Strand Theatre. The film stars James Cagney and Pat O'Brien, who are said to have surpassed their robust performances of "Here Comes The Navy". Also in the cast are Margaret Lindsay and Frank McHugh. The picture is crammed with snappy, fast action and thrilling air stunts. Lloyd Bacon directed the screenplay by Malcolm Stuart Boylan and Earl Baldwin from a story by John Monk Saunders.

Marines Head for Strand

"Devil Dogs Of The Air", which Warner Bros. bring back by popular demand, will be shown at the Strand Theatre starting this Friday. It is a rollicking comedy drama romance of the aviation corps of the U. S. Marines, carrying many breath-taking thrills. The all star cast includes James Cagney and Pat O'Brien in the leading roles with Margaret Lindsay and Frank McHugh supplying the romance and humor respectively. Lloyd Bacon directed the film.

Lift Page for More Ads

(Opening Day Story)

'Devil Dogs of the Air' Cagney-O'Brien Film At Strand Today

Mat 103—15c
James Cagney

The exciting story of Warner Bros.' "Devil Dogs Of The Air", which was filmed a few seasons ago, has even more significance today than at the time it was made, due to the widespread interest in national defense. Heeding the trend of the times, Warner Bros. have brought it back to the screen and it will be shown at the Strand Theatre starting today. The picture stars those two robust rivals of the cinema, James Cagney and Pat O'Brien, with Margaret Lindsay supplying the romantic angle. Frank McHugh plays the role of a comic ambulance driver.

A great deal of the picture was filmed at the U. S. Naval base at San Diego (which could not be done under present conditions) and produced under special arrangements with the U. S. Government.

The story concerns a fresh kid, Cagney's role, who joins the Marine Corps and tries to tell his superior officer, played by O'Brien what it's all about. He, however wakes up one day to what the service means after a thrilling incident which brings a smashing climax.

The scenario was written by Malcolm Stuart Boylan and Earl Baldwin from a story by John Monk Saunders. Lloyd Bacon directed the production.

Mat 201—30c
JAMES CAGNEY AND PAT O'BRIEN are at it again with wisecracks and breath-taking adventure in "Devil Dogs Of The Air", which Warner Bros. are bringing back by popular demand. The film is now playing at the Strand Theatre.

(Review)

'Devil Dogs of the Air' Timely Adventure Film

Audiences at the Strand Theatre yesterday proved by their unchecked applause that Warner Bros. had acted in accordance with popular trends in bringing back to the screen the James Cagney - Pat O'Brien starrer of a few seasons ago, "Devil Dogs Of The Air". The picture is much more important and is much more powerful when seen in the light of present day events than when it was first released.

Mat 102—15c
Pat O'Brien

Cagney has never given a better performance than his portrayal of a fresh youth who joins the Marines because he can't keep out of air ships. He gets into the aviation corps through the kindness of a Marine officer, played by Pat O'Brien, and he rewards Pat by stealing his girl, portrayed by Margaret Lindsay. Frank McHugh has a droll comedy role as an ambulance driver.

Lloyd Bacon deserves credit for unusually fine direction. John Monk Saunders wrote the original story from which Malcolm Stuart Boylan and Earl Baldwin evolved a snappy, fast action screenplay.

STAR THESE IDEAS

EXTRA ADS .... Military influence now in vogue for ladies' apparel is your lead to promote dealer ads.

NEWS BREAK .... Aviation editor reviews picture in light of Marine's importance in national defense.

AIRPLANE ATMOSPHERE .... Display toy planes and dirigibles. Suspend 'em from ceiling in your lobby.

MARINE RECRUITING .... at your theatre gives your showing an 'official' touch, with recruiting offices out front.

JUNIOR BIRDMEN .... are sure customers. Contact editor of this page for publicity. Arrange for mass attendance.

AIRPLANE MODELLING .... (and drawing contests, too) are ever-popular with the kids. Display entries on miniature landing field in lobby.

STILL DISPLAY CONTEST .... Gather stills from past air pictures for lobby contest. Ask folks to write in names of pictures and stars. Include "Devil Dogs of the Air" stills.

GIVEAWAY CARDS .... "The DEVIL DOGS OF THE AIR Have Landed And Have The Situation Well In Hand". Also use this line on tack cards, snipes, and all over town.

AIRPLANE ATMOSPHERE .... "Wind-sock" with picture title on marquee .... toy planes and dirigibles from ceiling of lobby .... aviation instruments in lobby display.

POSTERS & ACCESSORIES

24-Sheet

3-Sheet (Rental: 24c)

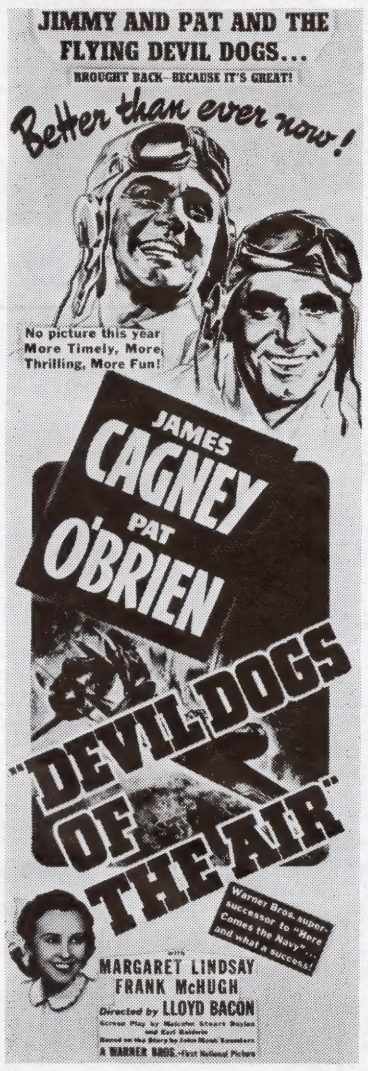
6-Sheet (Rental: 48c)

SPECIAL QUANTITY PRICES

24-SHEETS	
1 to 4	$2.40 each
5 to 9	2.25 each
10 to 24	2.00 each
25 and over	1.75 each
SIX-SHEETS	
25 to 49	80c each
50 to 99	70c each
100 and over	60c each
THREE-SHEETS	
50 to 99	32c each
100 and over	28c each
ONE-SHEETS	
50 to 99	11c each
100 and over	9c each
REGULAR WINDOW CARDS	
1 to 49	7c each
50 to 99	6c each
100 and over	5½c each
MIDGET WINDOW CARDS	
4c each	

1-Sheet (Rental: 8c)

6" x 18" LITHO HERALD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BROUGHT BACK—BECAUSE IT'S GREAT!
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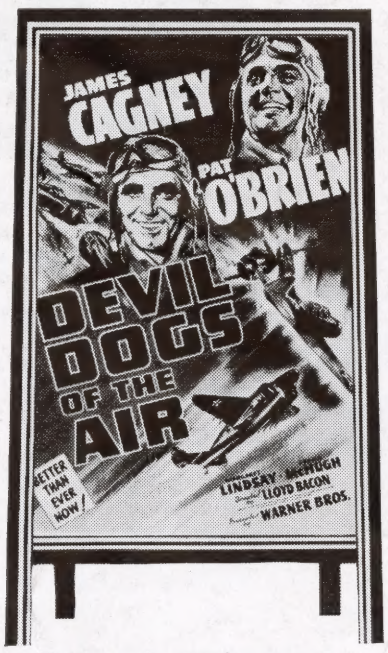
"DEVIL DOGS OF THE AIR"
Warner Bros. super successor to "Here Comes the Navy"... and what a success!
with MARGARET LINDSAY FRANK McHUGH
Directed by LLOYD BACON
A WARNER BROS. First National Picture

$2.25 per M in lots of 5 M and over

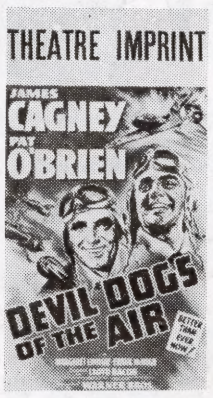
$2.50 per M in lots less than 5M

40" x 60" PHOTOCHROME DISPLAY



Rental: 75c each

2 WINDOW CARDS



MIDGET

REGULAR

STANDARD WARNER ACCESSORIES NOT ILLUSTRATED

8 Colored 11 x 14's
Rental: Set of Eight—35c

Insert Card 14 x 36
Rental: 12c each

2 Colored 22 x 28's
Rental: 20c each

Slide
Price: 15c each

11 x 14 Color Glos

(Signed star portraits of James Cagney and Pat O'Brien)

Prices: 1 to 9 ..... 35c each
10 to 24 ..... 30c each
25 and over ..... 20c each
(Also available in 8 x 10 size at 15c each)

8 x 10 James Cagney Fan Foto

Prices: 1,000 to 2,000 ..... $4.40 per M
Lower prices on larger quantities on request

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Wisconsin Center
for Film and Theater Research

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